

Creating a Persona

Who is the User?



Anxious Alice

Behaviors

- IT savvy
- Meticulous
- Good at multi-tasking
- Hates paperwork

Facts & Demographics

- Female
- Diploma and above
- Age between 25 to 60

Needs & Goals

- Wants to finish tasks quickly
- Don't like to work overtime
- ?

SKILLS
FUTURE
FESTIVAL











